Note for Pizarro, Maria

From: Ferrin, Robert

Date: Tue, Sep 6, 1994 10:05 AM

Subject: VIRGINIA SLIMS RYG - 9/6

To: DAlessandro, Giuseppe; LeVan, Suzanne; Marin, Wendy; Pizarro, Maria; Suter, Norma

Virginia Slims "All Outlet" share for the week ending 8/13 was 2.80, -0.03 versus the previous week, while share in "Convenience" for the same period was 2.28, +0.00 versus the previous week. These changes are somewhat disappointing as 1.5mm pieces of direct mail began to reach consumers during this time period. It is possible that, due to third class mail, much of the mailing has not been received. Brand will keep a close watch on these share numbers.

During the same time frame Misty "All Outlet " share was 1.08, +0.01 vesus the previous week and "Convenience" share was 0.91, -0.01 versus the previous week.

RED

Feb V-Wear - All groups pulling together to get the pendant lighter letters out the door by the third week in September. Tape to come from PSC. Logo to come from agency. CRI will be printing/mailing the letters.

YELLOW

Feb V-Wear - Final counts in and reqs signed. Last round of reqs totaled 17,958 items at a cost of $206,716. This leaves $627,000 in the budget, part of which will be used to fund the lighter situation.

Book of Days - FSI coupon expiration date changed to 12/31 so entire redemption will hit '94 budget.

Holiday FSI - Expiration date changed to 1/31 so entire cost will hit '94 budget.

Agency coming in Wednesday to show us style boards and revised ads/OOH.

GREEN

Advertising - November OOH creative decided: Big Branding on Basketball and quote on Guitar.

Planning meeting scheduled for Thursday in Chicago.

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Source: https://www.industrydocuments.ucsf.edu/docs/ygfn0004